

## Parliament. The recessed filter cigarette.



1. Though some of his designs were patently absurd, inventor Allen Ruben's favorite gadget was his cigarette holder. Because it gave him clean taste.



2. No need for a cigarette holder today. Parliament's filter is recessed, so you taste only rich, clean tobacco flavor. We've made clean taste into a science.

It works like a  
cigarette holder works.  
For good taste.



Kings 13 mg "tar," 0.9 mg nicotine  
Box 14 mg "tar," 0.9 mg nicotine  
av. per cigarette, FTC Report Apr. 29

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

